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*The Strain that Leads*

**SPECIALTIES OF J. L. SCHILLER**

R. R. 4, TOLEDO, OHIO

#### BUSINESS RULES

Prices quoted are net and as low as high quality will permit; this list cancels all previous quotations.

**Quality.** All seeds offered are grown by ourselves or specialists and purchased regardless of cost and cannot be compared with ordinary commercial quality. All Plants from pots are grown as good as size of pot will permit, no weak and spindly stock will be sent out.

**Filling Orders.** Orders are filled in rotation. Standing and advance orders as soon as stock is ready, and all other orders as soon as received, and should varieties be exhausted they will be forwarded when again in stock.

**Shipping.** Seeds are sent by Parcel Post. Plants are shipped by Express, unless ordered by Freight. Being centrally located, promptness and low charges are assured.

Receipt from carrier in good order constitutes delivery; our responsibility thereafter ceases and we cannot entertain complaints for arrival in bad order.

We pack carefully and it is customary for our customers to receive their orders in good condition.

Parcel Post shipments must be prepaid. Sufficient money to prepay charges must be added.

**Terms.** All sales are made on a strictly cash basis, regardless of the responsibility of the customer, and all orders will be shipped C. O. D. if no cash accompanies the order.

**Remittance** should be made by P. O. Money Order, Express Money Order, Bank Draft or Registered Letter. C. O. D. orders must be accompanied by partial payment to assure acceptance.

**Warranty.** All possible care is taken to supply "New and True" Seeds, Bulbs and Plants, but no warranty is given, expressed or implied, as to description, quality, productiveness or any other matter of goods sent out, nor will I be responsible for the crop, and orders will be filled on these conditions only. Should errors occur, please report at once and I will endeavor to adjust to your satisfaction.  
Toledo, Ohio, January, 1925.

J. L. SCHILLER.

*Yankee Hybrids*

Of Hydrangeas are the result of our hybridisation made in 1920. Our offerings will be found equal and superior to any French Hydrangeas now in commerce, a tested American product in which you can have full confidence.





## FLOWERSEED AND PLANT SPECIALTIES

Our list of flowerseed is perhaps the shortest of any. They have been our specialties ever since we started and established a reputation. We procure them from the most reliable growers regardless of cost and think that we have actually the best. No matter where you go or what price you pay, you will not get anything better, we grow them ourselves and know what they are.

### BEGONIA GRACILIS

We are the introducers of the following varieties, which are now universally known and recognized as standards throughout the States. Their type is so true, that in our own sowings we have rarely found over 2 per cent off colors.

**Luminosa**, a fine Christmas red; **Mignon**, deep salmon pink, and **Prima Donna**, bright rose pink, and **White Pearl**. Fresh seed of above, \$1.00 per Tr. pkt.

**Plants.** We shall have again, as usual, a large quantity of these Christmas favorites to offer for shipment from July on from 3-inch pots at \$12.00 per 100, \$100.00 per 1000; September delivery from 4-inch pots at \$25.00 per 100, \$200.00 per 1000.

### CALCEOLARIA HYBRIDA GRANDIFLORA

They are forging more to the front as winterbloomers every year. Our seed can be depended upon to be the best obtainable, producing the largest flowers of the brightest colors.

**Self Colors Mixed** and **Tigred Mixed**, each ½ Tr. pkt. 60c, Tr. pkt. \$1.00,

**Racemosa hybrida**, a new hardy greenhouse plant, growing about 20 in. high, covered profusely with small bright flowers in various colors. ½ Tr. pkt. 60c, Tr. pkt. \$1.00.

### CINERARIA HYBRIDA GRANDIFLORA

Now much more important for winter blooming than they used to be and grown in increasing quantities every year. Our strain comes from a specialist in Germany, contains all those brilliant colors which makes them showplants of first order. Have always given perfect satisfaction and can be depended upon being the best to be had.

**Price:** Any of the following 60c per ½ Tr. pkt., \$1.00 per Tr. pkt. Six pkts. at the price of five.

**Alba**, large white flowers, center purple.

**Atrocoerulea**, very deep blue.

**Azurea**, medium flowers, deep sky blue.

**Incarnata**, flesh color.

**Kermesina**, bright carmine.

**Matador**, large flowers, crimson-scarlet.

**Rosea**, large flower, bright pink.

**Sanguinea**, large flower, deep blood red.

**Giant Dark Red with White.**

**Giant Dark Blue with White.**

**Dwarf Gold Medal, Mixed Colors.**

**Medium Tall Gold Medal, Mixed Colors.**

**Dwarf Large Flowering Stella, Mixed Colors.**

**Stellata, Dwarf, Mixed Colors.**

**Double Gold Medal, Mixed Colors.**

### CINERARIA WEISSENSEEER RASSE

A selected strain of multiflora nana, which has found such favorable reception of late. Our strain was developed in Weissensee, a suburb of Berlin. Plant is of medium height and produces enormous heads of brilliant flowers, exceeding in width the size of the plant.

**Blue Shades, Red Shades, Rose Shades, Mixed Colors**, ½ Tr. pkt. \$1.00, Tr. pkt. \$2.00.

### CYCLAMEN PERSICUM GIGANTEUM

Our seed comes from the best German grower whose reputation for highest quality cannot be disputed. They are of ideal habit with large well-shaped flowers of purest colors and very free flowering.

**Dark Glowing Red, Bright Light Red, Deep Rose, Lilac, Pure White, White with Crimson Eye**, all at \$1.00 per 100; \$8.00 per 1000 seeds.

**Deep Salmon (Zehlendorf) Light Salmon**, \$1.00 per 100, \$10.00 per 1000 seeds.

**Transplanted Cyclamen Seedlings from flats.** Our plants promise to be very good. They were all transplanted early in November and at this writing are breaking nicely with up to four leaves, they should be in the pink of condition latter part of January, so please do not wait with ordering till they get crowded. We only grow **Bright Light Red, Dark Glowing Red**, \$4.00 per 100, \$40.00 per 1000. **Light Salmon, Deep Salmon (Zehlendorf)** \$5.00 per 100, \$50.00 per 1000.

### PRIMULA CHINENSIS

This old favorite is still grown to a very large extent and fully justifies its popularity. We have made a specialty of it for years and have always been fortunate in supplying the best there is. We are anxious to keep up our reputation and offer again the same strain that has satisfied the most critical before.

#### Primula Chinensis Fimbriata Grandiflora.

**Price:** Any of below 60c per ½ Tr. pkt., \$1.00 per Tr. pkt. Six ½ or full Tr. pkts. at the price of five.

**Alba Pura**, pure white.

**Coccinea**, deep red, Christmas color.

**Coerulea**, clear blue, large flower.

**Kermesina Splendens**, rosy carmine.

**Rosea**, dark pink.

**Striata**, light with dark stripes.

**Mixed Colors**





### Primula Chinensis, Named Varieties

The following are the best of the named varieties selected for their very large, perfectly fringed flowers and brightest colors. They will satisfy the most critical.

**Price:** Any of the following, 40c per 100 seeds; \$1.00 per 300 seeds.

**La Defiance** (Crimson King), brilliant salmon scarlet, brightest of all, finest color known.

**La Duchesse**, large flower, white shading to rosy, carmine in center.

**Morning Dawn**, very large flowers, deep blush rose, deeply fringed.

**Orange King**, a very beautiful and striking color.

**Red Riding Hood**, deep rose with dark red blotches.

**Rose Queen**, bright dark rose, very large flower.

**Sedina**, large deep fringed flower, bright dark rose.

**Special Mixture**, containing 50 seeds each of above, \$1.25.

**Collection of 100 seeds of each of above**, \$2.50.

### Primula Chinensis Fimbriata Gigantea

There is a great difference between this—The Giant—and the preceding—The Large Flowering—strain they are giants in every way.

**Price:** Any of the following 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt.

**Alba Pura**, pure white.

**Carminea**, bright carmine.

**Cupreata Emperor**, deep coppery red.

**Rosea**, dark pink.

Mixed Colors

### PRIMULA MALACOIDES

The popularity of this Primrose has spread so rapidly since we introduced it in 1911, that a description is not necessary. The original type is very free flowering and while the flowers are small, it still is the best and most widely grown. It is the only one giving us a real good lively pink.

All seeds of malacoides are grown by ourselves and the crop depends entirely on the weather. They seed very poorly even under favorable conditions, they ripen in May, when orders will be filled. We do not grow any of the ordinary commercial varieties.

**Price:** Any of the following, except where noted, 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt May delivery.

**Schiller's Bouquet**, originated here a few years ago and promises to be the best. It throws several flower-spikes, often 15 at the same time, which open together, is dwarf in habit, and forms a regular bouquet, ½ Tr. pkt. \$1.00; Tr. pkt, \$2.00.

**Schiller's Pink**, a good deep pink, very good.

**Gigantea**, very strong grower, heavy foliage and larger flowers of a pleasing lavender pink on long strong stems; good for cutting.

**Schilleri**, very distinct foliage, much larger and tougher, with heavy, wiry long stems and large fringed flowers; good cut flower.

**Townsendii**, large star-shaped flowers, dwarf in habit, fine for pots.

**White**, a pure white, excellent for cutting, should replace white Roman Hyacinths.

## *The Strain that Leads*

### PRIMULA OBCONICA

This is the most important line of our business and since years we have by careful hand pollination tried to improve our strain and believe we have succeeded. Every year we have selected from our thousands of plants in bloom the two best of each color to serve as pedigree, those which seemed to embody all desirable points as to habit of plant, size, shape, and color of flower and we have now a strain, which to our knowledge is not approached in quality by any other and is in fact **The Strain That Leads**.

Our strain should not be confounded with the usual commercial strains offered so generally and grown in the open either in California or France. All our seeds are the product of hand pollination made in the house during the fall months and are not left to any chance pollination. **There is a big difference.**

### Primula Obconica Grandiflora

The improved strain of the large flowering type, very floriferous. This strain produces many more flowers per plant than the gigantea and should be used where the quantity of flowers is mostly desired and while the flowers are somewhat smaller than in the gigantea in most colors, the range of colors is much larger.

**Hindenburg**, new, in this we think to have the highest perfection so far attained in the obconica, either the grandiflora or gigantea type. It is a true grandiflora, quite distinct in foliage, which is large and wavy, with strong tall flower stems and immense clusters of flowers of from light to dark silvery rose. The individual flowers, which are usually gracefully waved, often measure 2½ in. in diameter. ½ Tr. pkt. \$1.00, Tr. pkt. \$2.00.

**Price:** Any of the following 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt.

**Alba**, large pure white, large truss.

**Appleblossom**, light pink, very large.

**Coerulea**, deep blue, medium size.

**Crispa**, large waved flowers in light pink and lavender.

**Kermesina**, brilliant carmine.

**Lilacina**, large flower, light lilac.

**Oculata**, dark eyed, in light pink, dark pink and lavender.

**Rosea-Hamburg**, very large, light to dark red, the best of all.

**Rosea Splendens**, large bright rose.

**Salmon Queen**, large, fine light salmon.

**Violacea**, very large, deep lavender.

Mixed Colors.





### Primula Obconica Grandiflora Fimbriata

Same as preceding but with fringed flowers.

Price: Any of the following 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt.

Alba, pure white.

Appleblossom, light pink.

Kermesina, deep carmine.

Lilacina, light lilac.

Rosea, deep pink, large flowers.

Violacea, large, deep lavender.

Mixed Colors

### Primula Obconica Gigantea

Very strong grower with extra large flowers in large clusters, use this strain for largest flowers. This is an entirely distinct variety and not simply a giant flowering form of the grandiflora. It is a hybrid of *Primula Obconica grandiflora* x *Primula megasifolia* has very large leathery leaves, flowers on strong wiry stems and of largest size. Is not as free flowering as the grandiflora type.

Price: Any of the following 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt.

Appleblossom, light pink.

Coerulea, very large, sky blue.

Kermesina, deep carmine.

Rosea, bright rose, very large.

Salmon, good clear light salmon.

Violacea, deep lavender, very large.

Mixed Colors

### Primula Obconica, Muller and Mohnstein Strains

A splendid grandiflora strain, which shortly gained a large popularity. They are good growers, make enormous and abundant foliage. Flowers are from medium to large, of very good colors, but not quite as free flowering as our strain. These strains come in a mixture of **Crimson, Dark Rose, Salmon**, ½ Tr. pkt. \$1.00, Tr. pkt. \$2.00.

## PLANTS OF PRIMULAS

We grow very large quantities of all the different Primulas for shipment from April to late in the fall. With the exception of the December sown stock, all our Primulas are grown outside in frames, where they do the best.

It is our desire to furnish the best plants, that can be grown and in order to please all our customers with perfect stock, it is important, that we have orders before they are ready, that we may send them out when they are at their best. Every one knows, that soft plants have at the most 3 weeks during which they are in the pink of condition, after this time, they are either drawn or hard. So if you want to raise quality, get quality by ordering early.

**Chinensis**, from 2 in. pots, delivery from June on. \$5.00 per 100; \$47.50 per 1000.

**Malacoides**, from 2 in. pots, delivery from June on. \$5.00 per 100; \$47.50 per 1000.

**Obconica**, our early December sown stock will make good heavy plants in full bloom from 5 in and 6 in. pots by Thanksgiving and Christmas and retail often up to \$5.00 each. The cost of growing this stock during the winter months is more expensive and we offer them for delivery from latter part of April on from 2 in. pots at \$7.50 per 100; \$70.00 per 1000.

**February**, sown stock, ready about latter part of June at the old price of \$6.00 per 100; \$55 per 1000, from 2 in. pots.

**Stock** from 3 in. pots, July delivery, \$12.00 per 100; \$100.00 per 1000.

" " 4 in. pots, September delivery, \$22.50 per 100.

All plants from larger than 2 in. pots only in Appleblossom, Pink, Rose and Crimson Colors.

## HYDRANGEAS

We have still a generous stock of pot grown plants to offer and can supply most of the varieties, only few being sold out. The plants are good, shoots nice and short and the dry fall seems to have ripened them so well, that they appear to have "every shoot a flower" and they certainly should force easily.

There are now not near so many failures in forcing Hydrangeas than there used to be, and as we get better acquainted with them, success is getting surer. From our experience we have come to the conclusion that it is best to keep them just on the damp side for the first 6 weeks as they do not make many roots till they are growing lively and this will also prevent their getting yellow. A porous soil is therefore essential and a cool temperature during this time brings them along just as fast and makes the shoots short and thick. After they are growing lively, they can stand almost any amount of heat.

Hydrangeas are among the most profitable plants, their time for selling extends from February till late in summer. Most of the varieties will bloom from the shortest branch, even from just a side bud.

Get small plants in May or June for lining out and if your soil is right—a sandy soil suits them best—and you can water them, you will not have to buy in fall.





## HYDRANGEAS—Continued

- Attraction, an early free flowering pink, 8c.  
 Baby Bimbenet, very dwarf, free and early, silvery rose, 8c.  
 Beaute Havraise, very dark pink, dwarf, 15c.  
 Botaniste Peltreau, very free light pink, fringed, large heads, 8c.  
 Directeur Vuillermet, a good pink, fringed flowers of medium size, very large heads, 8c.  
 Domotoi, sport form Otaksa with double flowers, 8c.  
 Eclairer, a bright carmine rose, very good, 8c.  
 E. G. Hill, immense trusses of a pleasing pink, early, 10c.  
 Etincelante, bright carmine, 8c.  
 Galathea, large trusses with pinkish flowers, compact grower, 8c.  
 General de Vibraye, very large heads of bright rose, a splendid forcing variety, 8c.  
 Germaine Mouillere, pure white, early, 8c.  
 Jac. Groenewegen, strong grower, large lilac-rose trusses, 12c.  
 Joconde, large heads of blush pink, very free and early, 8c.  
 La Lorraine, pale rose, turning to pink, large flowers, 8c.  
 La Marne, pink very large heads, 10c.  
 Le Progres, very free, rosy-carmine, extra good, 25c.  
 Lilie Mouillere, a bright carmine rose, flowers of great substance, 10c.  
 L'Islette, rosy carmine, large trusses, deeply fringed, 8c.  
 Louis Mouillere, fine shade of deep rose-pink fringed florets in trusses of immense size, 8c.  
 Marechal Foch, exceptionally good deep pink, 35c.  
 Mlle. Agnes Barillet, large trusses of white tinted pink, compact flower, 8c.  
 Mlle. Renee Gaillard, flowers a milky white, in large panicles, irregularly dentated, 8c.  
 Mme. Auguste Nonin, an unusually attractive pretty pale pink in heads of large size, 8c.  
 Mme. Legou, immense trusses of compactly placed florets, creamy white, 10c.  
 Mme. Maurice Hamar, large delicate flesh-rose color, a pleasing shade, 8c.  
 Mme. Nicolas Lambert, a giant Otaksa in every way, 10c.  
 Mme. R. Jacquet, apple blossoms, turning to pink, 8c.  
 Mme. Truffault, light pink, fringed, very free flowering, medium early, 8c.  
 Mons. Ghuys, compact large round heads, deep pink, 12c.  
 Mont Rose, immense panicles of clear flesh-rose, early and practically everblooming, 8c.  
 Mousseline, very large heads of a deep pink, 8c.  
 Opale, lively pale rose with attractive pale green, vigorous foliage, 8c.  
 Otaksa, the old well-known deep pink, 8c.  
 President Falliere, bright pink, large flower, early and very free flowering, 10c.  
 Professeur A. Vezzin, white shaded with carmine, 8c.  
 Radiant, a good rose carmine, 10c.  
 Ronsard, very large individual flowers as well as trusses of a beautiful rose tint, 8c.  
 Satinee, medium large, silvery rose, 10c.  
 Senateur Henri David, very large flowers and trusses of a creamy pink, 8c.  
 Souvenir de Lieut. Chaure, large heads of bright carmine-rose; strong grower, 12c.  
 Souvenir de Mme. E. Chautard, one of the prettiest, robust habit, deservedly the most popular forcing variety, early and free, bright rose, 8c.  
 Souvenir de Mme. Victor Raoult, very large lively rose, 8c.  
 Splendens, deep pink, very free, 35c.  
 Suzanne Cayeux, large deep pink, 15c.  
 Terre de Feu, bright pink, very free, 12c.  
 Triomphe, deep rosy-carmine, 35c.  
 Trophee, the darkest red, 15c.

Prices: Pot grown stock for forcing, 4-in., 25c; 5-in., 40c; 6-in., 60c, 7-in., 75c. Larger sizes up to \$2.00 each.

Young plants from 2 in. pots for growing on can be delivered now or any time till June at prices quoted with each variety.

## Yankee Hybrids

In 1920 we hybridized some of the French Hydrangeas, using Lilie Mouillere as seed bearer and gained about 3,000 seedlings, of which a part bloomed in spring of 1921. The result was surprising and the first exhibit of them at the forthcoming national flower show in Kansas City and besides these other seedlings will be exhibited of which so far no selection for introduction has been made.

Through the courtesy of a Kansas City grower the below offered varieties of the Yankee Hybrids will be shown at the forthcoming national flower show in Kansas City and besides these other seedlings will be exhibited of which so far no selection for introduction has been made.

We offer the following set of 6 for delivery from 2-in. pots at \$3.00, 5 of each at \$12.50, 10 of each at \$22.50.

- J. L. Schiller, deep salmon rose, large individual flowers, head round, compact, 6-in. in diameter.  
 Margaret, deep apple blossom, large individual flowers, full round head, 7-in. in diameter.  
 Mrs. J. L. Schiller, deep soft pink, flowers large, head very large, 9-in. in diameter.  
 Ohio, soft pink, head very large, 10-in. in diameter, strong grower.  
 Schiller's Red, deeper than Trophee, head compact ball shaped, 8-in. in diameter, very good.  
 Toledo, deep pink with white center, largest individual flowers, head compact, 7-in. in diameter.





## VARIOUS PLANTS

*Asparagus plumosus nanus*, a very nice lot from 2-in. pots, \$4.50 per 100.

*Asparagus Sprengeri*, we grow these in the field during the summer, where they make an exceptional large clump of roots 3 in. pots \$8.00 per 100.

*Begonia gracilis*, *Luminosa*, a fine Christmas red, *Mignon*, deep salmon pink, *Prima Donna*, bright rose pink, July delivery from 3 in. pots at \$12.00 per 100; \$100.00 per 1000.

*Chrysanthemum* for pots. They are the first blooming plants you can offer your customers in the fall and they sell very readily, they are profitable at a price within reach of anybody. We have found, that the varieties given are the most suitable and will outsell all others as long as they can be had. *Caprice* in bronze, crimson, pink and yellow; for later blooming *Brutus* and *Mrs. T. Beu*, both bronze. Price: from 2 in. pots \$7.00; 3 in. \$10.00; 4 in. \$25.00. all per 100.

*Chrysanthemum*, *Early Blooming Hardy*. There is a very large variety of so called hardy *Chrysanthemum*, but what the public wants are hardy *Chrysanthemums* that bloom early, before the frost spoils the flowers. Our collection contains all the few of which the latest will bloom the early part of October. Florists should have a planting where they can be seen.

*A. Barham*, large orange bronze.

*Alice Howell*, orange yellow.

*Bronze Queen*, golden bronze.

*Cactus*, terra-cotta.

*Carrie*, deep yellow.

*Champaign*, ruby red.

*Cranford White*, pure white.

*Eden*, bright rose.

*La Somme*, deep mauve pink.

*Normandie*, creamy white.

*Winnetka*, pure white.

*Wolverine*, yellow.

Price: from 2 in. pots, May delivery \$8.00 per 100.

*Cyclamen*, of a well known German strain. Transplanted Seedlings in Dark Red, Light Red, Rose, \$4.00 per 100; Light Salmon and Dark Salmon, \$5.00 per 100, February delivery.

*Delphinium Formosum*, dark blue; one year field grown plants \$10.00 per 100.

*Delphinium Elatum Bella Donna*, light blue, beautiful, one year field grown, \$10.00 per 100.

*Evonymus media picta aurea*, a gem with broad deep golden markings, fine as small plant for jardinières and as large plants for window boxes, stand heat or cold. Price: from 2 in. pots \$8.00 per 100.

*Ferns*, *Bostons*, they should be in fine shape in February, 4 in. only at \$35.00 per 100.

*Gypsophila paniculata*, invaluable for cutting and drying, strong one year old plants grown from a double flowering strain, will come about 40% double, \$12.00 per 100. Double Flowering, selected from the above \$5.00 per doz.

*Iris germanica*, a collection of 12 best varieties, very distinct in coloring.

*Caprice*, purple, 8c.

*Eldorado*, standard fiery opalescent, falls old gold, 10c.

*Gertrude*, violet blue, 6c.

*Isolene*, standards pale lilac, falls mauve, 12c.

*Lohengrin*, silvery mauve, 8c.

*Loreley*, standards canary, falls creamy white with purple, 8c.

*Mary Garden*, standards yellow, falls creamy white and maroon, 10c.

*Parc de Neuilly*, navy blue, 12c.

*Parisiana*, standards lavender pink, falls creamy white, 12c.

*Rhein Nixe*, standards pure white, falls purple edge white, 14c.

*Sherwin Wright*, golden yellow, 10c.

*White Knight*, pure white, 25c.

Collection, one of each of above, July divisions, \$2.50.

*Phlox decussata*, a collection of 12 good varieties, fine for cutting and bedding.

*Australia*, bright clearet-red.

*Bacchante*, rose, carmine eye.

*Baron von Dedem*, salmon scarlet.

*Beacon*, brilliant cherry-red.

*Champs Elysee*, rosy magenta.

*Crepuscle*, crimson center, rosy lilac edged white.

*Frederick Passy*, mauve pink, white center.

*Henry Murger*, white carmine center.

*La Vogue*, pure mauve.

*Louise Abbema*, pure white.

*Miss Lingard*, white.

*Mrs. Jenkins*, white, tall.

Collection, one of each, \$1.50; strong field grown plants, \$8.00 per 100.

*Primula*, "The Strain That Leads" one of our main specialties, a full description of which will be found pages 2, 3 and 4 of this list. Do not forget, that our quality has never yet disappointed.